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Specialist Grower of Fine and Extra Fine Irises,
Peonies and Hardy Chrysanthemums

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The Last Flower to Bid Summer Good-bye

What visions of brightness and beauty these flowers recall and do they not seem more beautiful still that they are so easily grown? Can it not be perceived that such beautiful subjects are indispensable inhabitants in even the smallest home grounds, as well as every park and cemetery in the land and every location where flowers can be grown at all. Coming into bloom when other plants have almost ceased blooming they keep up the garden display and supply cut flowers for the table, entertainments and events of all kinds. The early varieties commence to bloom early in September, followed in October by the mid-season and later flowering sorts that continue to bloom right on until overtaken by a snow storm in late November or early December. Surely there is no more inspiring garden sight than to see these brave flowers brighten the dull and melancholy days of Autumn and the death of the more tender flowers will not seem quite so depressing. Rather the Queen of the Autumn, by its braving the touch of the Frost King's icy fingers, suggest the unconquerable life of Nature.

THE MOST SATISFACTORY FALL FLOWER

Hardy chrysanthemums are by far the most satisfactory of all Fall flowers. They are in a class by themselves, being more dependable than cosmos, salvias and dahlias, which are caught by the first frost, and the varieties that I offer are so beautiful that they are a good substitute for asters which require more care. So it must be perceived that hardy chrysanthemums are the standby of the flower garden for Autumn display and the only flower that the busy person can rely upon at this season.

EXPERIENCES WITH HARDY CHRYSANTHEMUMS

Arriving home in the spring of 1917 after the most destructive winter weather ever known to vegetation in this locality, I was concerned over the probable fate of my chrysanthemums. Thanks to the snow and to the drainage my plants had survived. Acclimated hardy mums had proved their superiority over the greenhouse stuff. My plants were not divided until the latter part of June, a drouth had set in, but by the first of August soaking rains revived my plants and I decided to run away from my work and take in the sights of the city.

Returning from my vacation early in October, it was necessary to stop in an estate near Toledo where I experienced my first delightful surprise. Seeing a bouquet of pink chrysanthemums on the library table (loosely arranged and not packed together) I wondered where such beautiful mums had been procured so early in the season. The mistress of the home related how well the plants had grown that had been purchased of me and how much the flowers on the table that had been picked a week ago, were enjoyed. I could scarcely believe that such beautiful mums were from my plants. Never had I seen Normandie so beautiful, a light shade of rose pink that womenkind dearly loves. Several adys before a tea party had been given and my mums excited the entire company. It could hardly be believed that such beautiful mums could be grown outdoors. The initial investment of \$5.00 in a collection of my mums had given value received the first season.

The cake had been eaten and yet was left in the form of plants that next year and thereafter would increase so much that quantities of blooms could be picked for more tea parties or social doings and plenty left for outdoor decoration to brighten the dull fall days and cheer the heart of the passerby. There is no doubt that the tea party was enjoyed more on account of the beautiful mums. They supplied a topic for conversation and the afternoon's pleasure would be remembered for them alone. The success with my hardy mums again illustrated the power of beauty. Such a powerful impression had been made that I was given an order for extra fine Irises and Peonies to the value of \$135. Such an order during war times would have been very acceptable to many growers.

Arriving home there were more surprises in store for me. Some mums that had been nursed for years had "come back". Some of the gardeners near the Toledo estate became so excited that a delegation came to Napoleon to see my choice mums. Reports came in from a few of the buyers of the previous spring. Detroit reported "Delighted". Quincey, Ill., "Extra Fine". Wooster, Ohio, "Your mums were favorably commented upon." Van Wert, Ohio, "Greatly Enjoyed". St. Louis, Mo., "Beautiful". And so ended the season of 1917. My years of experimenting had been rewarded. My short list of dependable varieties could now be increased. Two varieties had "come back". Quaker Lady was a "find". "Yellow Normandie" proved its value the first season. A fine seedling bloomed again in fine form and I decided that "Maturing Sun" would be an appropriate name for this gem on account of the season that it bloomed.

HARDY CHRYSANTHEMUMS

Hardy chrysanthemums are justly entitled to the distinction of possessing the title of Queen of the Autumn flowers on account of their beauty, wide range of colors, long season of bloom and adaptability for outdoor display and decorative use indoors. Notwithstanding this array of facts and arguments for their much wider use and culture they are not seen near as much as their proven merits justify. The fault of this lies largely at the doors of some dealers them-

selves in being more interested in the new and untested varieties and lauding them to the skies, instead of keeping in the straight and narrow path and offering for sale only worth while sorts and giving these tried and true varieties the most praise to which they, by all rules of the game, are fairly and certainly entitled to. By this lack of respect for the pocket books of some people and the earned money of workers the goose that lays the golden egg has become so discouraged that she hesitates and ponders over laying any more. The people have been stung so often in buying collections of so called hardy chrysanthemums that some say "never again" in remembering the collection they once purchased of which only a few now are left and the varieties that were thrown away on account of blooming too late, or were such weak growers and such shy bloomers that they would not be given garden room, but uprooted and thrown out. Having for years tested out a very large number of varieties I feel qualified to speak with a decided opinion and I will go further and claim that there are hardly a dozen hardy chrysanthemums offered for sale that are worth growing. This would include, the early, midseason and late varieties, all types and colors. I will make my statements still stronger in saying that it is high time to call a halt to the foisting off of inferior and untested sorts and could make this assertion still stronger. There are no ifs, ands, buts, or exceptions, I know, so leave it go at that. The short sighted policy of listing two or three times as many real tested early varieties is another exhibition of poor business that cannot be too severely condemned. I will have to be shown that there are as many as a half a dozen sorts that are really early that are desirable. So here again some dealers have been caught with the goods in misrepresentation.

WHY HARDY CHRYSANTHEMUMS DO NOT BLOOM

It would be enough to discourage the cultivation of this flower alone on account of the absolutely worthless varieties that are palmed off on the public, but there is another disappointment in store for many inexperienced buyers if they do not "watch their step" and not be led astray by pretty pictures or attractive catalogues. I know that this admonition will go in one ear and out the other of some of my readers, if they will not listen they will have to feel in spite of all my efforts to make them hear. To all who would be wise and think that I understand my business please lend me your ear.

Time was when hardy chrysanthemums were propagated in the good old fashioned way of growing the plants outdoors for a year and dividing or selling these plants in the spring. The right way, is too slow, in these modern greedy avaricious, get rich quick days, so most of the plants sold today are grown from cuttings under glass and forced into rapid growth by a high temperature, this forcing process so impairs the constitution of the plants that some will not stand the shock of transplanting, but die outright, some will grow a little and merely exist and not being able to grow into a mature plant the first season will perish the first winter, some will give some kind of blooms, but even at that, a second season will be needed to show their worth. It must be admitted by many that life is too short to bother with the usual greenhouse grown chrysanthemum plants.

THE TRUTH

My contention that outdoor grown mums are the only kind worth while is confirmed by one of the largest growers in the country when he says:

"This variety was raised outdoors without having ever been grown in a greenhouse and it is particularly strong and healthy."

Now if this variety is "particularly strong and healthy" because it has always been grown outdoors, why not grow all of them outdoors, and that is what I am doing and for this reason experienced gardeners are buying my outdoor grown acclimated plants in quantities.

COME BACK

It must be apparent to most persons who have tried greenhouse mums to have noticed how much stronger the plants are the second season. The reason for this increased vigor is that on account of being grown for a season in the open air they acquire health and strength, in fact rejuvenated, in other words they have "come back." My plants have all been seasoned, so you save a year's time by buying plants that have "come back" all ready to grow and bloom profusely.

THE QUALITY OF MY STOCK

The plants that I send out are outdoor acclimated plants that have stood the winter. Having had their natural winter rest they are full of pep and aching to grow. After trying outdoor mums you will never want to bother with the sickly, puny and microscopical green house plants.

AN ACHIEVEMENT

My collection of hardy chrysanthemums is an achievement of many years of painstaking testing. For real merit I do not believe that there is an equal number of such value offered elsewhere in this county.

WHICH VARIETIES TO BUY

As all the varieties are "sure fire good sorts I suggest buying all that can be afforded. The early varieties are a pleasant surprise to many persons. The same can be said of the singles. The pompoms are popular, and the "Old Fashioned" are the best known of all.

USES OF HARDY CHRYSANTHEMUMS

CUT FLOWERS

The varieties listed all have stems long enough for cut flowers, and the quality of the flowers are so beautiful that they have excited the admiration of even the florists. The money that is saved on cut flowers alone, will often pay

for the initial investment and you will still have your plants. You can "eat your cake and have it."

LANDSCAPE USE

Very useful to fill up bare spots in perennial beds and open spaces in newly planted shrubbery plantations, remaining there until they crowd. Planted single or in groups of three, six or more plants, they are thus effective in adding life and gaiety to such plantings. The light colored varieties interplanted between or used as a fringe or edging to evergreen beds causes an effect so beautiful that this arrangement must be seen to be appreciated.

EXPLANATION OF SIZES

I grade my plants into four sizes to accomodate the pocketbook of everyone.

1st size. Suckers, rooted runners or single stem divisions of the plants that are dug for propagation. Even tho' they are small they are better than rooted cuttings and some of the pot plants that are sent out. This size is offered to meet competition, but they are not recommended.

2nd. The above suckers that have been grown for a month after being transplanted having more roots they will give better results than suckers.

3rd. Are a selection of the largest of the transplanted suckers, some have two or more stems and will give more bloom than the two preceeding sizes.

4th. These are medium sized clumps and will give the most bloom. This is by far the most satisfactory size to buy, more bloom is produced and the plants will divide into more plants the following spring.

MIDSEASON DOUBLE MUMS

The following varieties are in bloom by October 25th.

VESUVE—This is a typical example of a variety that has "come back." If I had not nursed it along for years it would have been lost to cultivation. The color is a beautiful garnet red, a flower of good size, free bloomer and strong growth. This magnificent sort excites the admiration of even Florists. Everyone wants it. 35c, 50c, and 75c.

MATURING SUN—The name suggests the color. Golden yellow overlaid with red, extra choice and fine. This variety is a seedling of my own and one out of hundreds that come up to my standard. The flower is of good size, good bloomer and strong grower. 25c, 35c, 50c, 75c.

YELLOW OCTOBER FROST—A light yellow that is a beauty on account of its color and form. This greenhouse variety was received in exchange for some of my seedlings from the U. S. Dept. of Agriculture, has surprising hardiness and does well under ordinary cultivation. 25c, 35c, 50c.

OLD FASHIONED HARDY CHRYSANTHEMUMS

Called old fashioned because these varieties are to be found in some old time gardens. The flowers are double, of good size and if I were limited to one class these sorts would be my selection, because the later ones are appreciated the most of all, coming into bloom the latter part of October. They are the Glory of the Autumn.

ARCTIC—White as the fallen snow, beautiful in its purity. Florists admire this variety on account of its chasteness and fine form. This variety has a failing of weak stems and it must be supported, but as this variety is the hardiest white I have ever tried, nothing better can be offered.

HOMESTEAD—Salmon, mauve, pink of a beautiful shade, extra fine under artificial light. Occasionally a flower comes single which adds to its charm.

GOLDEN QUEEN—Golden yellow; to my mind, a yellow is most desirable in late fall.

INDIAN—Indian red, not as beautiful as Vesuve, but under artificial light the color is extra fine. Much admired at flower shows.

MAJENTA QUEEN—Majenta crimson, the color is hardly beautiful until the frost touches the flowers when the color assumes a beautiful dark pink hue, also fine under artificial light. Very hardy.

Prices for all old fashioned varieties. 15c, 25c, 35c, 50c.

Note—No variety of all classes can be supplied in larger sizes unless mentioned in description.

REAL EARLY HARDY DOUBLE CHRYSANTHEMUMS

NORMANDIE—In bloom by September first. Color light cream to light rose pink. This variety is the standard by which all early sorts are judged and yet with all this, it is almost ignored by a few words of description, although entitled to half a column. 1st size 15c. 2nd, 25c. 3rd, 35c. 4th, 50c.

YELLOW NORMANDIE—In bloom by September 12th. A very beautiful light bronzy yellow. This variety is not only the finest early yellow mum, but the hardiest and strongest grower. 25c, 35c, 50c.

L'ARGAUNTELLIS—In bloom by September 15th. Chestnut red, ends of petals tipped yellow, giving a beautiful effect. This variety is not only the finest early red mum, but the hardiest, freest bloomer and strongest grower. 25c, 35c and 50c.

SINGLE HARDY CHRYSANTHEMUMS

All lovers of single flowers will be delighted with the varieties that I offer.

GLOW—Its name suggests the color. A glowing dark scarlet with bright yellow center. Looks like a large red pyrethrum; evokes words of praise from all who see it. Extra choice and fine. This variety is a single seedling of my own that is a gem. 35c, 50c, 75c.

ALICE HOWELL—In bloom by October 25th. A wonderful rich shade of orange yellow and most beautiful and hardiest single yellow. To see it is to want it. Not as free as could be desired, but it is not a shy bloomer. 25c, 35c and 50c.

QUAKER LADY—In bloom by October 25th. Bright chamoise orange flushed pink, reverse of petals, a light wine color giving a most beautiful color effect. This variety excited great admiration the past season. On account of its great hardiness this sort is one of the very best for landscape planting. If I had not discovered this valuable variety, it would have been lost to cultivation. 25c, 35c, 50c, 75c.

TIME TO PLANT CHRYSANTHEMUMS

No plants are shipped out until after the middle of May and shipments continue as long as they come in, even if planted as late as the middle of June, and even later they will all bloom the first season. Which cannot be said of greenhouse plants which require so much time to recuperate.

AN ACQUISITION

The New Dianthus (Pink) Miss Gladys Cranfield

This finest of all hardy pinks is the culmination of trying to get something better than the ordinary, for it is the best variety that I have ever seen and tried. This gem was imported during the war at an expense of \$5.90 for carriage charges and I think that my price for such an acquisition is moderate indeed. I have tested out this pink and find that it is all that it is claimed to be. It is very hardy, has larger flowers than any other, a free bloomer, very fragrant and the color is an exquisite light rose-pink. Pot plants 50c. \$5.00 a dozen. Six at dozen rates. One year field grown plants that should bloom the first year at \$1.00 each.

"The finest single Pink yet introduced, immense well formed flowers, richly colored, fragrant, and when established will produce hundreds of flowers which are invaluable for cutting, as every bud will open in water."—Introducers Description.

Fruit & Flower Trade Journal:—"I was struck by a superb new single Dianthus (Pink), Miss Gladys Cranfield, exhibited by Mr. Amos Perry, who has given us so many wonderful new plants, and I know I am making no mistake when I pronounce it to be one of the finest market plants (for cutting,) that I have seen for a long time.

Gardners Magazine:—"This charming single Pink has fringed rose-pink flowers with a deep crimson center, it is particularly free flowering."

MY PRICES

After all is said and done prices are often the final factor in the sale of goods and right here is where some of my readers will lose their courage and fall down by making the mistake of buying greenhouse grown chrysanthemums because of their supposed cheapness. I will save you time and money if you will only listen. You will not gain anything by trying to find some sorts listed in other catalogues to compare prices. If I have not discovered some varieties and propagated them for sale they would have been lost to cultivation and some others would too if I had not nursed them for years until they came back. And I have not priced these sorts at novelty prices either. Considering their value some growers would have doubled the cost of them. As my plants are outdoor grown it must not be taken that they can be sold as low as rooted cuttings which root in a few weeks or pot plants which are forced in six weeks. It requires a year to grow my stock of plants and the labor expense of their preparation is much more than for greenhouse plants. Certainly no intelligent person will for a minute compare my tried and tested outdoor grown mums with the uncertain experimental and forced greenhouse plants. An attempt to be penny wise might turn out to be pound foolish. A word to the wise, etc.

QUANTITY PRICES

Varieties at 15c each—\$1.50 per dozen.

Varieties at 25c each—\$2.50 per dozen.

Varieties at 35c each—\$3.00 per dozen.

Varieties at 50c each—\$5.00 per dozen.

Six at dozen rates.

Special prices in quantities.

POSTAGE

Orders are accepted on the following conditions:

Orders amounting to \$1.00—25c extra for postage and packing.

Orders amounting to \$2.00—20c extra for postage and packing.

Orders amounting to \$3.00—15c extra for postage and packing.

Orders amounting to \$4.00—10c extra for postage and packing.

Orders for \$5.00 or more will be sent prepaid except large orders for large plants from a long distance which should go by express.

NOTICE

Not in rudeness but from necessity and in kindly spirit, attention is called to the following: The sizes of plants for a given price are plainly and clearly specified. Every year some people order first size plants and apparently expected second size or ordered third size and expected the largest size.

CULTURAL INSTRUCTIONS

Practical cultural instructions for growing and the future care of hardy mums are sent along with every order.

BUSINESS TERMS

Cash with orders, except those who are known to me, or can give a first-class business reference.

ADDRESS

H. W. GROSCHNER, Napoleon, Ohio.